

IN THE SPECIFICATION

Please replace the paragraph in the substitute specification filed August 19, 2004, beginning at page 2, line 7, with the following rewritten paragraph:

Also, in the dealings of the information provider with a plurality of users widely dispersed all over their country (or countries), the information provider does not personally interact with the users, but [[t]] instead has to deal with the users connected to the information provider through subscriber lines. Therefore, another problem that arises in collecting money from each user for the execution fee is difficult for the information provider.

Please replace the paragraph in the substitute specification filed August 19, 2004, beginning at page 12, line 32, with the following rewritten paragraph:

In Fig. 1, each of reference numerals 1a, 1b indicates a user using digital content, reference numerals 11a and 11b indicate terminals possessed by the users 1a and 1b, [[a]] reference numeral 2 indicates a network through which digital content is transmitted, a reference numeral 21 indicates a network operator managing the network 2, reference numerals 3a and 3b indicate holders respectively holding a right to let a third person (or a plurality of third persons) use digital content, reference numerals 4a and 4b indicate distributors for downloading the digital content to the users 1a and 1b through the network 2. Each digital content ~~is set~~ is set by one holder so as to become usable by using an execution key. Reference numeral 4c indicates a distributor for distributing the digital content by mail, by supplements of magazines or by hand in the street, and reference numerals 41a and 41b indicate servers possessed by the distributors 4a and 4b.

Please replace the paragraph in the substitute specification filed August 19, 2004, beginning at page 13, line 9, with the following rewritten paragraph:

In Fig. 1, reference numerals 5a and 5b indicate advertisers who possess advertising information pieces to be provided for the users 1a and 1b. Reference numerals 6a and 6b indicate administrators who each contract with the holders 3a and 3b and the advertisers 5a and 5b, receive an execution declaration of digital content from each of the users 1a and 1b, download the execution keys received from the holders 3a and 3b and the advertising information pieces of the advertisers 5a and 5b through the network 2, collect an advertisement rate for one advertising information piece from each of the advertisers 5a and 5b that is determined according to the number of execution times of the corresponding digital content used by the users 1a and 1b and pay an execution fee for one digital content to each of the holders [[a]] 3a and 3b that is determined according to the number of execution times of the digital content used by the users 1a and 1b . Reference numerals 61a and 61b indicate servers possessed by the administrators 6a and 6b.

Please replace the paragraph in the substitute specification filed August 19, 2004, beginning at page 13, line 23, with the following rewritten paragraph:

In Fig. 2, a reference numeral 111 indicates a media storing unit, having a large data capacity, for storing digital content downloaded through the network 2. A reference numeral 112 indicates a central processing unit (CPU) for controlling the operation of the terminal 11a, a reference numeral 113 indicates a memory for storing data required to operate the CPU [[1 12]] 112, a reference numeral 114 indicates an external media input/output circuit connected to a game controller Gac, a keyboard K/B, a mouse Mo and a home television TV. A reference numeral 115 indicates a ciphered data deciphering circuit for deciphering a ciphered digital content by using an encryption key or the execution key, a reference numeral

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116 indicates a network interface, a reference numeral 117 indicates a bus of the terminal 11a, and a reference numeral 12a indicates a digital service unit (DSU) through which the network interface 116 is connected to a two-way subscriber line of a fiber-to-the-home (FTTH) type. The digital service unit (DSU) 12a functions as a terminating unit of a subscriber line.

Please replace the paragraph in the substitute specification filed August 19, 2004, beginning at page 15, line 7, with the following rewritten paragraph:

Thereafter, the user 1a makes usable the digital content downloaded from the distributor 4b by using the execution key downloaded from the administrator 6a. In this case, the advertising information piece downloaded from the administrator 6a is automatically inserted in the digital content and is displayed with the digital content on the television TV. The above procedure [[is]] may be performed only once, or iteratively. Therefore, the user 1a uses the digital content provided by the holder 3b only once or many times while seeing the advertising information piece.

Please replace the paragraph in the substitute specification filed August 19, 2004, beginning at page 16, line 1, with the following rewritten paragraph:

The contract making order in the agent-collection contract for the collection of the execution fee in the step ST11, the advertising information download contract in the step ST13 and the digital content download contract in the step ST15 is not limited to the above order. [[.]] Any contract can be made first. Also, it is applicable that the distributor 4b agree with the holder 3b. In this case, the steps ST15 and ST16 are omitted.

Please replace the paragraph in the substitute specification filed August 19, 2004, beginning at page 18, line 5, with the following rewritten paragraph:

Also, in this embodiment, the holders 3a and 3b, who each hold a right to let a third person (or a plurality of third persons) use digital content of the holder, respectively makes a contract with each of the administrators 6a, 6b and the distributors 4a, 4b and downloads the digital content and its execution key. However, because a creator creating the digital content holds the right to let a third person use the digital content, it is applicable that the creator make a contract with each of the administrators 6a, 6b and the distributors 4a, [[d]] 4b and download the digital content and its execution key. In this case, the creator is included in each of the holders 3a and 3b.

Please replace the paragraph in the substitute specification filed August 19, 2004, beginning at page 20, line 1, with the following rewritten paragraph:

Thereafter, when the administrator 6a receives an execution declaration from the user 1a who desires to use the digital content distributed to the user 1a, the administrator 6a downloads the execution key downloaded from the holder 3b to the terminal 11a of the user 1a through the network 2. The user 1a makes usable the digital content, which is downloaded from the distributor 4b and includes the advertising information piece, by using the execution key downloaded from the administrator 6a, and the user 1a uses the digital content while the user 1a sees the advertising information piece. In this case, the advertising information piece is displayed with the digital content on the television TV. The above procedure [[is]] may be performed only once or iteratively, so that the user 1a sees the digital content provided by the holder 3b only once or many times while seeing the advertising information piece.

Please replace the paragraph in the substitute specification filed August 19, 2004, beginning at page 20, line 12, with the following rewritten paragraph:

Thereafter, the administrator 6a notifies the advertiser 5a of the number of execution times of the digital content used by the user 1a, the advertiser 5a pays an advertisement rate to the holder 3b that corresponds to the number of execution times of the digital content used by the user 1a. The holder 3b pays an execution key download charge to the ~~admininstrator~~ administrator 6a that corresponds to the number of download times of the execution key downloaded to the user 1a.

Please replace the paragraph in the substitute specification filed August 19, 2004, beginning at page 23, line 28, with the following rewritten paragraph:

In the third embodiment, the administrator 6a does not download a set of one execution key and one advertising information piece each time the administrator 6a receives the execution declaration from the user 1a, [[but]] instead the administrator 6a downloads a plurality of advertising information pieces and an execution key required to let a user use digital content a prescribed number of times, in cases where the administrator 6a receives the execution declaration expressing the use of the digital content from the user 1a.

Please replace the paragraph in the substitute specification filed August 19, 2004, beginning at page 27, line 2, with the following rewritten paragraph:

In a step ST91, the administrator 6a total execution times of the digital content used by the user 1a. That is, the administrator 6a calculates the total number of first execution times of the digital content used by the user 1a while the user 1a sees the advertising information piece downloaded from the advertiser 5a. [[.]] The administrator 6a also calculates the second number of total execution times of the digital content used by the user

la while the user la sees the advertising information piece downloaded from the advertiser 5b.

In a step ST92, the administrator 6a notifies the advertiser 5a of the first number of total execution times of the digital content, and the administrator 6a notifies the advertiser 5b of the second number of total execution times of the digital content. In a step ST93, the advertiser 5a pays an advertisement rate to the administrator 6a that corresponds to the number of total execution times of the digital content, and the advertiser 5b pays an advertisement rate to the administrator 6a that corresponds to the second number of total execution times of the digital content. In a step ST94, the administrator 6a notifies the holder 3b of the total number of total execution times of the digital content used by the user la, and the administrator 6a pays a digital content execution fee to the holder 3b that corresponds to the number of total execution times of the digital content.

Please replace the paragraph in the substitute specification filed August 19, 2004, beginning at page 30, line 25, with the following rewritten paragraph:

Thereafter, in a step ST115, the user la tries to again send the execution declaration expressing the use of the digital content to the administrator 6a through the network 2. In this case, the network 2 is not operating, or the server 6a of the administrator 6a is in a down condition. Therefore, the terminal 11a terminal 11a of the user la cannot connect [[o]] to the server 61a of the administrator 6a even though a prescribed time passes. In cases where the terminal 11a of the user la is not connected to the server 61a of the administrator 6a after a prescribed time, it is assumed in a step ST116 that the occurrence of an abnormal state is detected by the terminal 11a of the user la: Thereafter, in a step ST117, the user la again uses the digital content made usable by the execution key downloaded in the step ST113, while seeing the advertising information piece downloaded in the step ST113.